

## "Made in U. S. A." Materials

advertised below were used in Costumes at Advance Showing of Autumn and Winter Fashions by

## The Fashion Art League of America

at Morosco Theatre August 1st. Proceeds of sale of programs, as well as two gowns, went to the fund of the Women's Apparel Unit for the Women's Overseas Hospital Service.

### A New and Novel Use for RIBBON



At the Style Show recently held by the Fashion Art League of America, the genius of our American designers brought to light a new use for Ribbon as a dress trimming.

The gown illustrated is a creation by Madame Crone of Indestructible Voile, very cleverly embroidered and bound throughout with **Johnson-Cowdin Two-Toned LADY FAIR RIBBON** in pastel colors.

There is a **Johnson-Cowdin Ribbon** for every purpose.

Because of their adaptability the various brands of **Johnson-Cowdin Ribbons** were strongly featured at this display—an acknowledgment of the ribbon preference of the leading Fashion Creators.

The use of **Johnson-Cowdin Ribbons** is a guarantee of complete Ribbon Satisfaction.

**Johnson, Cowdin & Company**

38-44 East 30th Street,  
New York



### BRANDS that have created RIBBONSTYLE



The recognized quality peer of all Satin and Taffeta Ribbons



An appropriate combination of Rose-Bud and Polka Dot Lingerie Ribbon.



The Ribbon Sensation of 1918.



A Satin and Taffeta Ribbon popularly priced—in colors to match Satin de Luze.



The ideal Lingerie Ribbon in Pink, Blue and White.



The grosgrain Ribbon "for the people."

(All Registered Trademarks)



### "LAPINEX" SEAL PLUSH

A fabric from  
*The Shelton Looms*

"LAPINEX" Seal Plush, made by the Shelton Looms, is an exquisitely lustrous, silky plush, and commands itself to women who like plush coats.

It is the most beautiful popular priced seal plush ever made. For uniform softness, depth of color, and lustre, it is supreme.

Seal plushes have not advanced in price to the same extent as most other materials and the garment illustrated (designed and made by Weinstein & Klipstein, New York) is sold by the exclusive stores throughout the country at about \$40.00.

The genuine Lapinex coats have labels in the coat; and when the fabric is sold by the yard, the name appears on the back of every yard.



**SIDNEY BLUMENTHAL & CO., Inc.**

395 Fourth Ave. New York



IRENE BORDONI, of Hitchy-Koo, 1918.  
Costume by Blackburn Trimmings by American Bead Co.

All the Beads and Ornaments Shown at the **FASHION ART LEAGUE EXHIBIT** on August 1st at Morosco Theatre from **AMERICAN BEAD COMPANY**

485 5th AVENUE NEW YORK  
Opposite Public Library  
With an International Reputation for Novelties

### AMERICAN MADE FABRICS

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**AMERICAN WOMEN**  
Show Your Patriotism

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**Worunbo**  
ESTABLISHED 1865

All Wool Materials

Boston

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**MALLINSON'S**  
Silks de Luxe

See Page 10



Oh-um-ah! The delectable season of watermelon is with us once more. And there's no place like the East Side for flavor. © C. Curtis

The great American democracy shows record. Coney Island municipal bath.



Cool? If you have any doubts, sprints and plunge for distance.